

EXPO 2027 YOKOHAMA JAPAN

SUSTAINABILITY COMMUNICATIONS AND ENGAGEMENT PLAN (Summary Version)

Created in March 2025
Japan Association for the International Horticultural Expo 2027, Yokohama

Summary of the Sustainability Communications and Engagement Plan



- **The Sustainability Communications and Engagement Plan was formulated in March 2025** based on the regulations, etc., of the International Association of Horticultural Producers (AIPH). It prescribes matters such as the implementation plan for sustainability communications and engagement (C&E) actions and evaluation of the actions based on matters discussed in the Sustainability Strategy and the Sustainability Implementation Plan, etc.
- **The Association will deliver the theme and sustainability message of EXPO 2027 YOKOHAMA JAPAN to various audiences through different media channels and two-way communication, etc., such as conveying information through the official website and social media, etc., cooperating with the National Urban Greening Fair, promoting public participation activities, and formulating accessibility guidelines.**

Listed item	Summary
1 Introduction	The aim of C&E Plan is to deliver the theme and sustainability message of EXPO 2027 YOKOHAMA JAPAN to audiences such as visitors, citizens and communities through various media channels and two-way communication.
2 Implementation Plan	The C&E Plan describes the implementation plan, etc. for 25 actions in total , including the objectives and actions listed in the Sustainability Implementation Plan that are related to sustainability C&E as well as additional actions. In addition, it shows the implementation schedule in a Gantt chart.
3 Evaluation	This item states evaluation results for actions listed in “2 Implementation Plan” that have been implemented at the time of the formulation of the C&E Plan.

1 Introduction



- The aim of C&E plan is to deliver the theme and sustainability message of EXPO 2027 YOKOHAMA JAPAN to audiences such as visitors, citizens and communities through various media channels.

Major items listed	Summary
Objectives	Deliver the theme and sustainability message of EXPO 2027 YOKOHAMA JAPAN to audiences such as visitors, citizens and communities through various media channels and two-way communication.
Target audience	<ul style="list-style-type: none"> • Target audiences are selected from the following nine types of stakeholders specified in the Implementation Plan: Visitors, Exhibitors, etc., Volunteers, Citizens and communities, NPOs/ NGOs, Businesses, Experts, etc., Governments and municipalities, and Association personnel and operation staff, etc. • The following actions will be taken for target audiences that are emphasised by AIPH. <ul style="list-style-type: none"> ✓ Expo visitors Actions such as conveying information through the official website and social media, etc., and utilizing the official mascot ✓ Citizens and nationals of the host city and country Actions such as hosting a 1000-days-to-go event, cooperating with events such as the National Urban Greening Fair, and promoting public participation activities ✓ International audience Actions such as conveying information through the official website and social media, etc., and formulating a sustainability report and reporting to AIPH
Message	Convey the theme, “Scenery of the Future for Happiness,” through EXPO 2027 YOKOHAMA JAPAN.
Methods of communication	Deliver the message through communication activities, promotional activities, collaborative/support activities, and educational activities, etc.
Media channels	Convey information through the official website and social media, etc., and in cooperation with mass media such as newspapers, magazines, television and radio.

2 Implementation Plan (List of Actions)

- **Describes 25 actions in total**, including the objectives and actions listed in the Sustainability Implementation Plan **that are related to sustainability C&E as well as additional actions.**

Objectives of the Sustainability Implementation Plan	Actions
Adopt universal design to the EXPO site plan	<ul style="list-style-type: none"> • Formulate and promote accessibility guidelines
Provide information for international participants (official participants)	<ul style="list-style-type: none"> • Formulate and communicate various regulations and guidelines for international participants (official participants)
Formulate a sustainability report and report to AIPH	<ul style="list-style-type: none"> • Formulate a pre-event sustainability report and report to AIPH • Formulate a post-event sustainability report and report to AIPH • Formulate a sustainability and legacy report and report to AIPH
(Additional actions that have been identified in the formulation of the C&E Plan)	<ul style="list-style-type: none"> • Provide training to Association personnel • Convey information on the official website • Effectively use official social media accounts • Build momentum through official ambassador • Effectively use the official mascot • Cooperate with the National Urban Greening Fair • Cooperate with Hamanako Flower Expo 2024 (20th anniversary project) • Cooperate with Garden Necklace Yokohama • Cooperate with Yokohama Flower & Garden Festival • Host a 1000-days-to-go event • Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc. • Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools • Cooperate with the Yokohama Future Creation Conference • Hold a university co-creation forum • Use a concept book for the education program • Promote public participation activities that use “the official logo mark with a support message” • Promote citizens’ participation as volunteers, etc. • Convey information through exhibitions by official participants (foreign governments and international organisations) • Convey information through exhibitions of flowers and greenery • Convey information through the Village exhibitions

2 Implementation Plan (Items Listed for Actions, Gantt Chart)

- For each action, “**Purpose,**” “**Responsible/Accountable,**” “**Method,**” “**Message,**” “**Main target audience,**” “**Target audience numbers,**” “**Timeline (how often, when),**” etc., are listed.
- In addition, it shows the implementation schedule for each action in a **Gantt chart.**

Major items listed	Summary
Purpose	Purpose of action
Responsible/Accountable	Person(s) responsible/accountable for taking the action
Method	Method of action
Message	Message to be conveyed to main target audiences through the action
Main target audience	Main target audiences for the action
Target audience numbers	Defined number of target audiences
Timeline (how often, when)	Timeline for taking the action (how often, when, etc.)

3 Evaluation

- The evaluation shows the **“Dates,” “Number of audience members reached,” and “Overall comments (what went well and what could be improved)”** for actions in **“2 Implementation Plan” that have been implemented** at the time of the formulation of the C&E Plan.

Major items listed	Summary
Dates	Dates the action was implemented
Number of audience members reached	Number of audience members reached through the action
Overall comments - what went well - what could be improved	Overall comments on the action (what went well and what could be improved)

- **The C&E Plan lists specific actions including the following actions.**
 - Convey information on the official website
 - Effectively use the official mascot
 - Public participation activities that use “the official logo mark with support messages”
 - Formulate accessibility guidelines

[Example] Convey information on the official website

- **The official website was renewed** in June 2024.
- It was updated to an **accessible, usable**, and easy-to-browse website that is aligned with the design of the official logo mark.
- With enriched contents such as an overview of the EXPO and current status of its consideration, information related to exhibitions and participation of businesses, etc., and sustainability-related information, the website actively delivers information.



[Example] Effectively use the official mascot

- **The Association announced the official mascot** in March 2024 as a “Communicator Nurturing New Relationships Between Humans and Nature.”
- **The name of the mascot was solicited from the public**, and the name was selected from 6,076 ideas submitted and decided as “**Tunku Tunku**” in June 2024.



**Official mascot
“Tunku Tunku”**

[Example] Public participation activities that use
“the official logo mark with a support message”



- As an initiative to build momentum for GREEN×EXPO 2027 and promote public participation, the Association built “the official logo mark with a support message” that can be used in public participation activities (with participation of individuals, organisations, and educational organisations, etc.).
- In July 2024, the Association started soliciting public participation activities that will use “the official logo mark with a support message” to support GREEN×EXPO 2027.



GREEN×EXPO 2027を
応援しています

“We Support GREEN×EXPO 2027”

[Example] Formulate accessibility guidelines

- The accessibility guidelines are guidelines for ensuring that all parties and businesses that are involved in the preparation of the EXPO, including the Association and exhibitors, understand the accessibility needs for the EXPO. They are also for **planning and developing a site that ensures a safe and comfortable experience for all visitors**, regardless of their nationality, ethnicity, race, sex, age, and disability, etc.
- **With the participation of people with disability and academic experts**, a review meeting has been established. The accessibility guidelines are scheduled to be formulated **around March 2025**.
- Matters to be reviewed include target levels and details of **facilities to be developed, services, and transportation access**.